



Learn to sell livestock, genetics internationally at seminar

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MADISON – Wisconsin is known internationally for its quality livestock and genetics, creating great potential for the state’s farmers and agribusinesses. The Department of Agriculture, Trade and Consumer Protection (DATCP) will again host its Livestock and Genetics Export Seminar in Madison this April.

“This popular seminar will feature new speakers and cover a variety of topics, including technical information needed to enter the export market,” explained DATCP’s Enrique Gandara. “Exporters will learn what they need to know to take advantage of market opportunities in new parts of the world.”

The seminar will be held on Wednesday, April 9 from 8:30 a.m. to 4:00 p.m. at the Sheraton Hotel, 706 John Nolen Drive, Madison. The day will include educational sessions and time for networking.

Speakers will provide tools and techniques for exporting livestock and genetics. Participants will gain greater understanding of the regulations and logistics for exporting livestock and genetics.

Topics will include:

- Importance of building relationships when making sales.
- Coordination and complications of embryo export.
- Understanding export protocols and regulations.
- Overview of export logistics.

Farmers and representatives from small to mid-sized agribusinesses should plan to attend. Information provided will be helpful for those seasoned in, or new to exporting.

Wisconsin ranks second in the nation in the export of bovine semen. In 2013, the state exported \$56 million of bovine semen, a 10% increase over the same period the year before. The top export destinations for our bovine semen exports are the United Kingdom, Brazil and China.

Registration is required. There is a \$25 cost to attend, which includes lunch.

For more information, contact DATCP’s Enrique Gandara at 608-224-5113 or enrique.gandara@wi.gov.

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